Instagram Ads

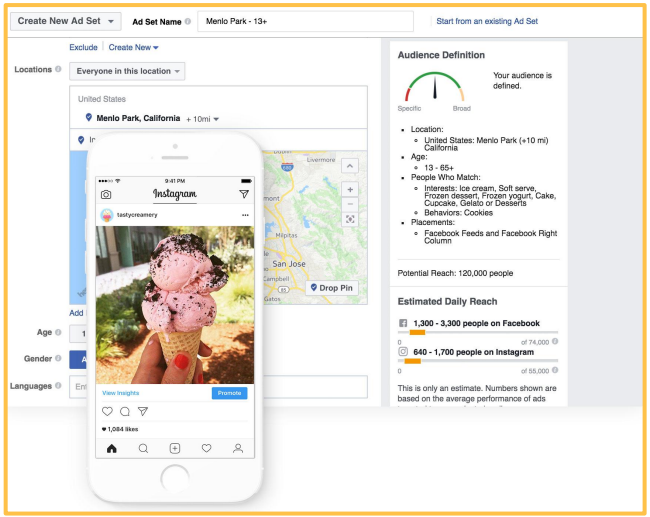
Instagram ads can be incredibly powerful when done the right way. If you're familiar with running ads on Facebook, then the process will be easy. If you're new to the ad game, there are some key things you should know before you get started.

Why should you be using Instagram ads?

Instagram is one of the fastest growing platforms out there, and with 500 million daily active users**,** your target audience is likely already using it.

A study by Instagram showed that ***60%*** of users say that they learn about products and services through Instagram. Plus, **75%** say they took action - such as visiting a site - after seeing post.

So, no matter what your product is, getting it exposed in front of the right eyes on Instagram can have a big pay-off.



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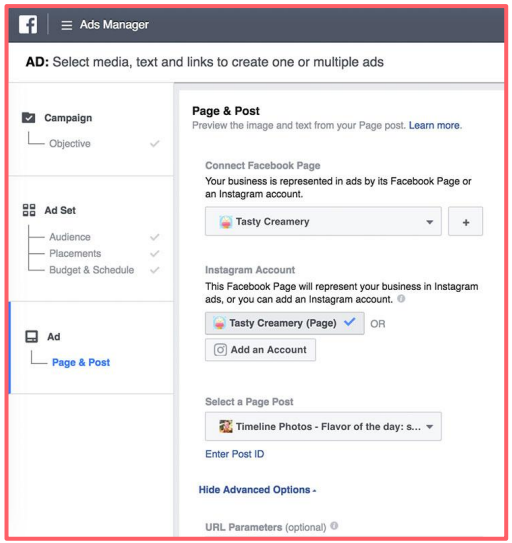
Using Facebook Ads Manager

There are a few different ways to manage your Instagram ads, the most popular being through **Facebook Ads Manager** and within the **Instagram app**. First, we're going to go over how to manage ads within your Facebook Ads Manager.


Ads Manager
AD: Select media, text and links to create one or multiple ads
Campaign
Objective
Ad Set
Audience
Placements
Budget & Schedule
Ad
Page & Post
Page & Post
Preview the image and text from your Page post. Learn more.
Connect Facebook Page
Your business is represented in ads by its Facebook Page or an Instagram account.
Tasty Creamery
Instagram Account
This Facebook Page will represent your business in Instagram ads, or you can add an Instagram account.
Tasty Creamery (Page)
OR
Add an Account
Select a Page Post
Timeline Photos - Flavor of the day: s...
Enter Post ID
Hide Advanced Options -
URL Parameters (optional)

First, you'll need to make sure you have a **Facebook Business Page** in order to create Instagram ads using the Facebook Ads Manager.

Start by selecting "Manage Ads" from the dropdown menu in the upper-right corner of your Facebook page.

Then click "Create Ad" to begin 👍

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1 Pick your marketing objectives for the campaign

Facebook Ads Manager allows you to choose from a selection of different campaign objectives. You can use Facebook's guide to determine which ones are the best fit for you, depending on your goals.

- **Brand Awareness:** Increase awareness to new audiences who are likely interested in your brand.
- **Reach:** Show your ads to the maximum number of people.
- **Engagement:** Encourage more people to see and engage with your post..
- **Traffic:** Drives people to visit your website.
- **Conversions:** Encourages people to take action on your website - like adding a payment method.
- **App Installs:** Direct people to where they can install your mobile app.
- **Video Views:** Promote video views.
- **Lead Generation:** Allows you to generate new leads and gather contact information.

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2 Define your audience

Next, you need to decide who you want to target. Facebook provides many different options for identifying your audience. Here are the main ones:

- **Location:** Target people based in specific locations like states, provinces, cities or countries.
- **Demographics:** Narrow your audience based on information like age, gender and languages.
- **Interests:** Reach people based on interests like apps they use, ads they click and accounts they follow.
- **Behaviors:** Define your audience by activities they do on and off of Instagram and Facebook.
- **Custom Audiences:** Run ads to customers you already know based on their email addresses or phone numbers.
- **Lookalike Audiences:** Find new people who are similar to your existing customers.
- **Automated Targeting:** Quickly create an audience who might be interested in your business using a variety of signals including location, demographics and interests.

Knowing who your ideal audience is on Instagram is huge! Enlisting the help of a Instagram Marketing Service can help you find it.

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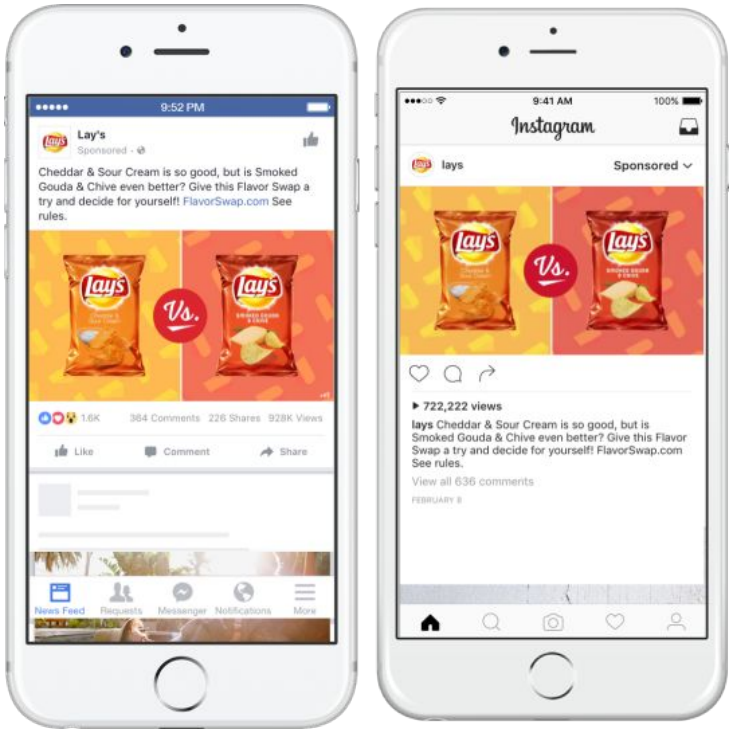
3 Select placements

You can select where your ads will appear on Instagram and Facebook.

It is recommended that you run the same ads on **both** platforms - *studies from Facebook Marketing Science and Smartly.io found that Facebook optimizes ad placement if you do this.*

By choosing **Automatic Placements**, your ads will be shown wherever they're predicted to perform the best.



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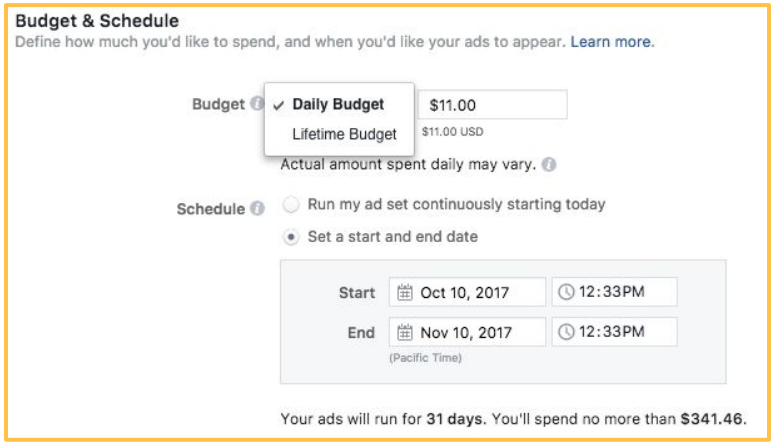
4 Choose your budget

Next you must determine how much you want to spend on your ads.

You can pick a **Daily Budget** or a **Lifetime Budget,** and also choose when to run ads (i.e. continuous or certain days).

The **Estimated Daily Reach** scale will determine how many people your ads are expected to reach based on the parameters you set!



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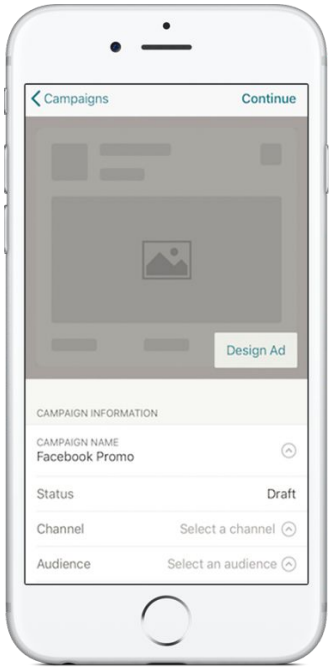
5 Create your ad

Time to get creative! You'll need to first select the images and videos you want for your ads.

In terms of image size, Facebook recommends 1200 x 628 pixels and little or no overlay text. They also have a guide for more specifications.

You then move on to add elements like a headline, description, and call-to-action. Before you confirm, be sure to preview your ad to make sure it looks exactly how you'd like.



*Next, we'll go over how to create ads within the **Instagram app***

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Advertising within the Instagram App

Promoting ads on the Instagram app does not allow for as much customization as the Facebook Ads Manager.

If you have an Instagram post that's generating a lot of engagement, you can promote it right on the app to reach even more people. *If you're struggling to increase your engagement, it might be time to switch up your strategy.*

Once you have the post you want to use, just click the "promote" button in the bottom right corner, and you'll be prompted choose your advertising options.

After you set your goals for the promotion and run the ad, you can track results of in-app promotions in your Facebook Ads Manager.

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Types of Ads

There are five different types of ad formats on Instagram: Photo, Video, Carousel, Slideshow, and Stories Ads. They are all worked seamlessly into user's Feeds and Stories.

Keep in mind, the call-to-action button you choose will have a big effect on your ad's click through rate, so be sure to pick accordingly.

Pick something that is relevant to what your ad is showing, and that will incentivize people to learn more! You can expand
on your call-to-action by providing details in the caption.

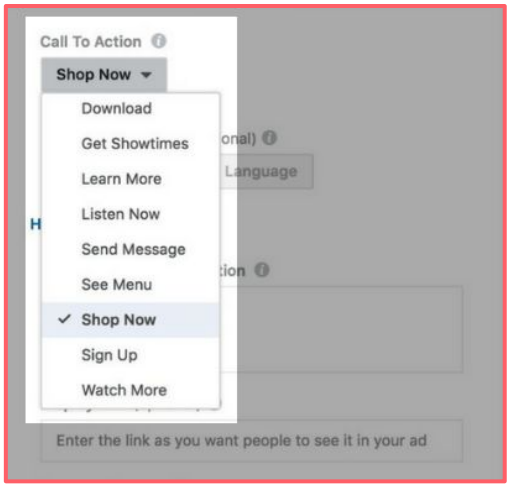

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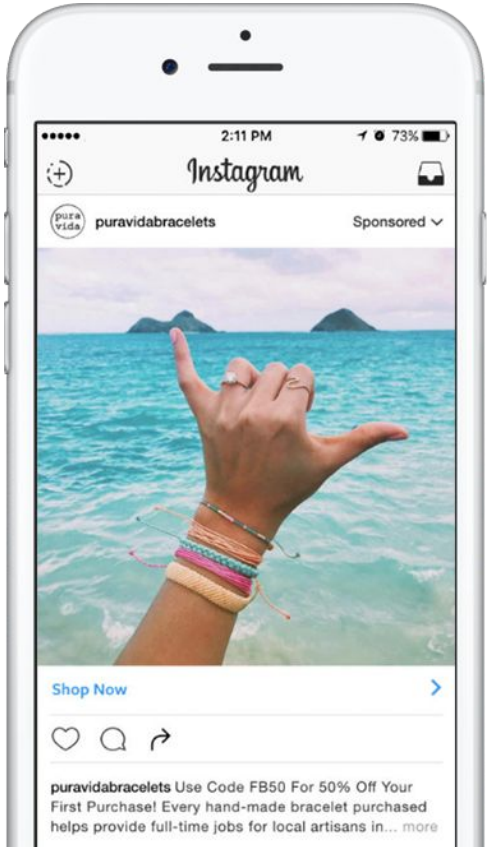
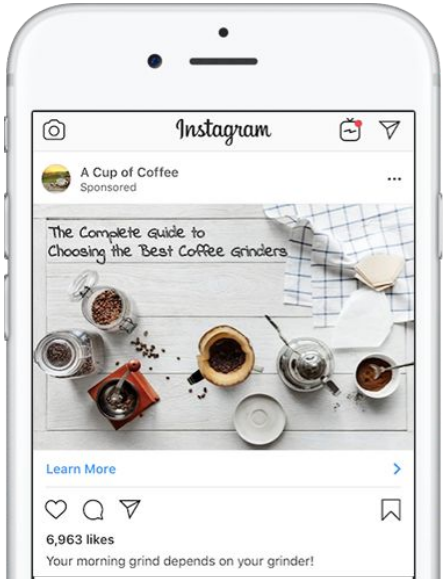
Photo Ads


2:11 PM
73%
Instagram
puravidabracelets
Sponsored
Shop Now
puravidabracelets Use Code FB50 For 50% Off Your First Purchase! Every hand-made bracelet purchased helps provide full-time jobs for local artisans in... more

These are the simplest form of ad on Instagram, as they only require one image in a square



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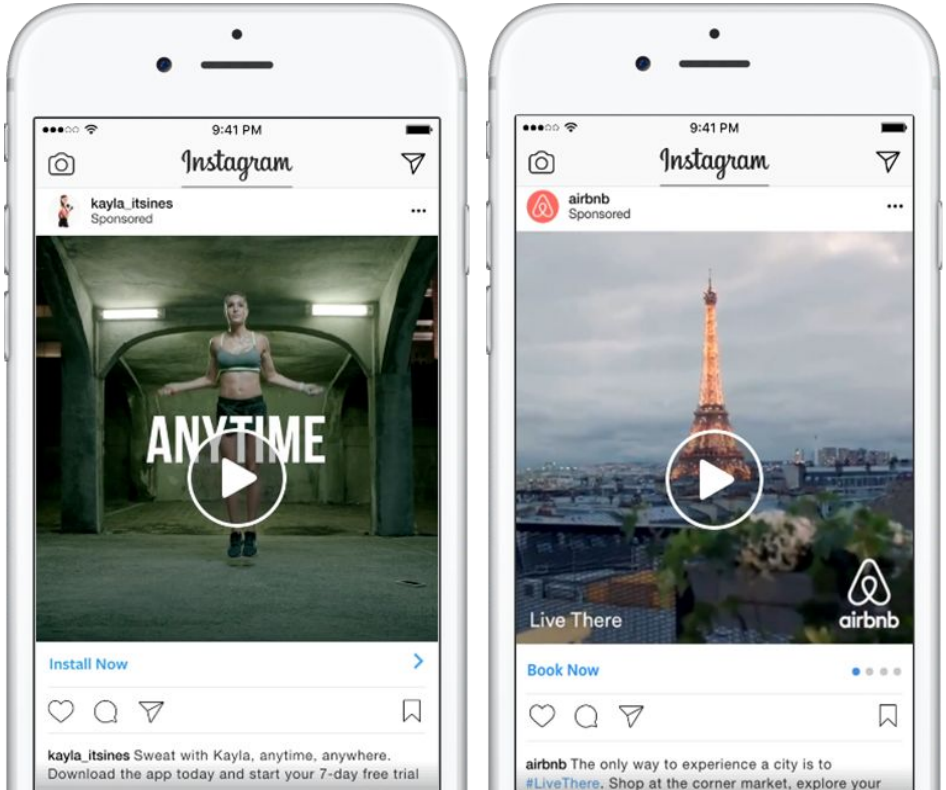
Video Ads

Instagram videos have proven to generate great engagement over the years - and including them in your ad can tell a quick and meaningful story.

Video ads can be up to 60 seconds long, and be uploaded in either square of landscape format.



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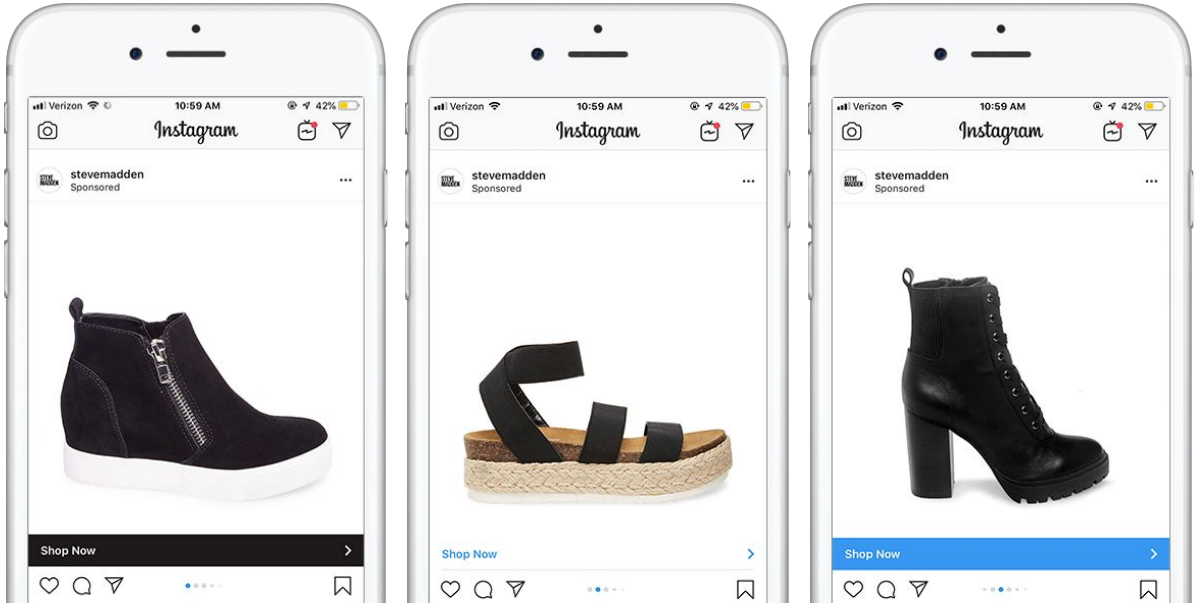
Carousel Ads

Carousel ads can have up to ten images/videos that users view by swiping through.



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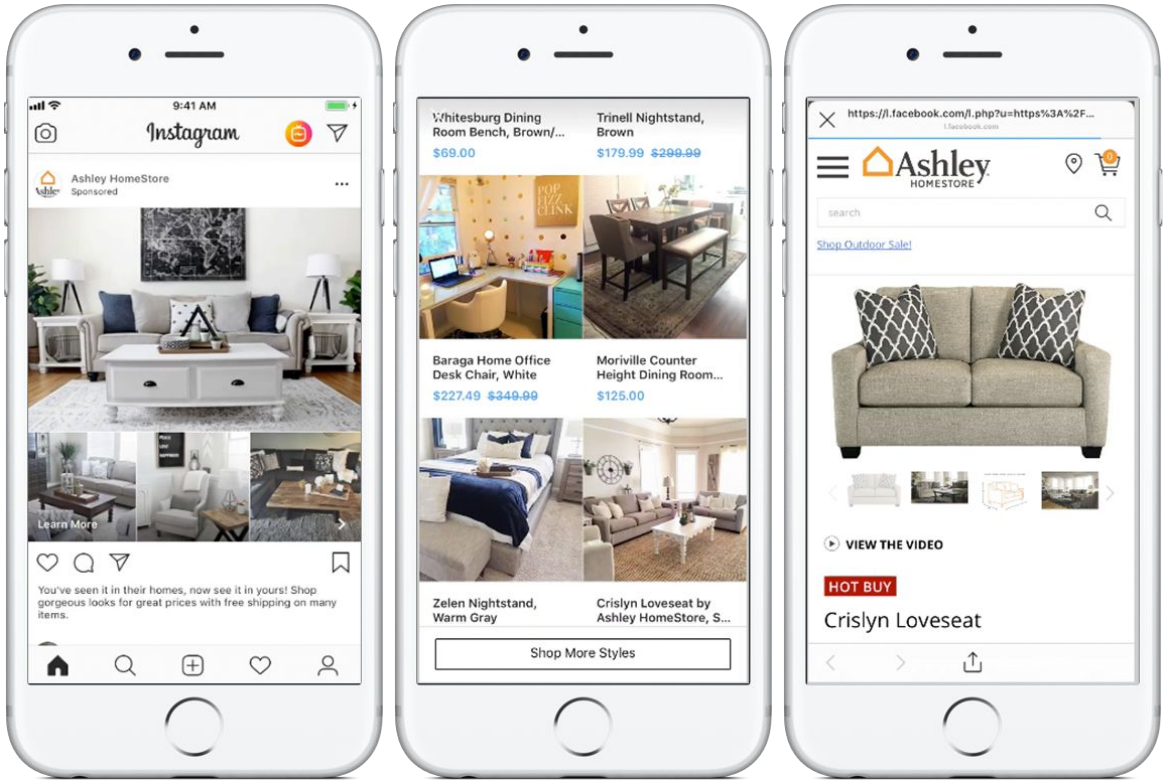
Collection Ads

You can tell an integrated story with a product or lifestyle focus - using both images and videos.



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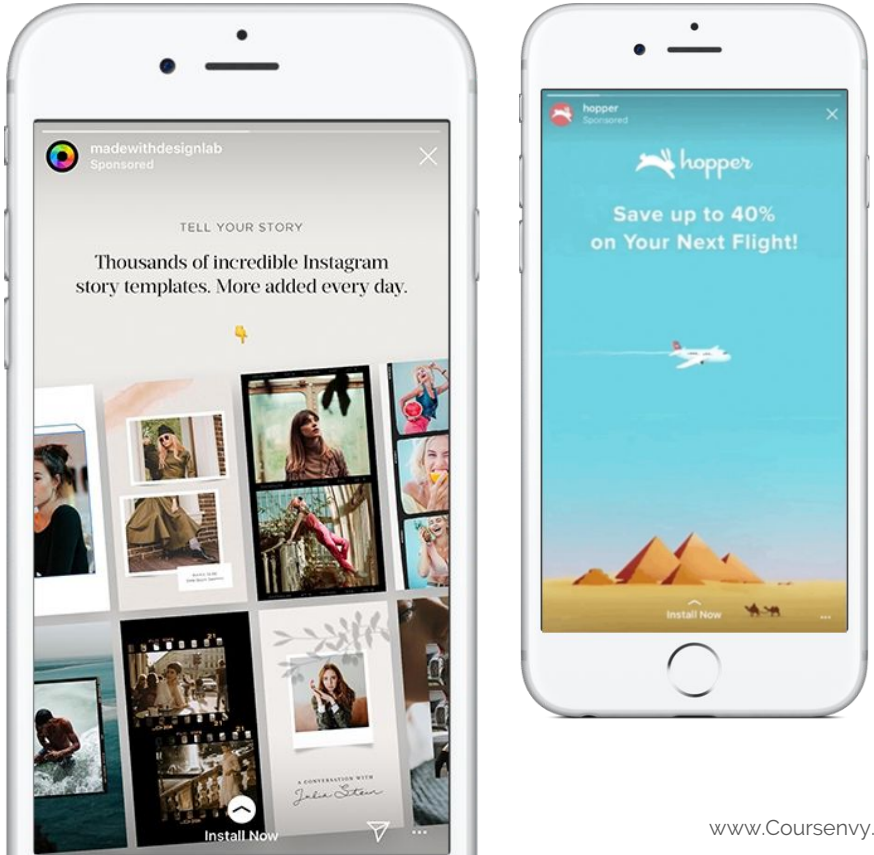
Stories Ads

Stories Ads appear to users between Stories they are already viewing from people they follow.

Since Stories expire after 24 hours, they're ideal for ads promoting limited-time offers and sales.

The call-to-action is in the form of the "swipe-up" feature that takes audiences directly to your website.



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Best Practices

Now that you know the ins and outs of creating an ad, there are some tips you should keep in mind to see your ads succeed. And since you're driving more traffic to your page, you also want to ensure you optimize your Instagram profile for the best, lasting results!

🎯 Know your target audience

When you set your audience filters, it's important to know who your target audience really is. If your ad is in front of the wrong set of people, you won't see any return. Make sure you keep in mind the values and needs of your ideal customer, and see those through in your ads.

❤ Use your best content to promote

Instead of trying to create brand new content for your ads, look back to see what posts generated the most organic engagement for you. Repurpose these older posts to drive even more users there and see a bigger spark.

📷 Make it look natural

Focus less on text and more on imagery with a powerful call-to-action. Users are more likely to respond to ads that look natural - and since Instagram is such a visual platform, it's in your best interest to stick to that format.

📈 Experiment with different techniques

Be sure to test out different ad formats to see what your audience responds best too. Some companies see better results with videos, but perhaps your ideal customer would prefer a story told through a quick carousel ad. Check your analytics regularly so you can track what is working!

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